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BOOK DEPARTMENT

THE BUSINESS MAN'S LIBRARY

ADVERTISING

HIGHAM, CHARLES F. *Scientific Distribution*. Pp. 183. Price, \$1.50. New York: Alfred A. Knopf, 1918.

This book is really written about one suggestion or idea which should prove stimulating to publicity and advertising men—that the making known of facts through publicity methods need not be confined to commercial purposes. In a word, scientific distribution, as the author sees it, means not only the distribution of commodities but the distribution of ideas and ideals.

Mr. Higham sees in the tremendous force of publicity a “potential ally” of righteous government and sound education, a disseminator of intelligence and good will. He thinks that publicity has a part to play in all forms of distribution, but that we today distribute goods with far more skill than we distribute thought.

Something like this idea has come to publicity and advertising men before, but Mr. Higham is one of the first to set out clearly its possibilities of employing newspaper display, posters and other mediums in disseminating ideas as to state policies, party principles, social problems, literature, and, in fact, all activities in which organized society is concerned.

The new elements in this book have been confined to the last third of it, the other parts being devoted to the historical and modern aspects of advertising. While some analysis of commercial advertising is necessary to explain more clearly and fully the “distribution of ideas,” the book seems over-balanced in this respect.

Mr. Higham brings considerable experience to his task, having been a dominating figure in the London advertising fields, and is one of the leading advertising agents in the world.

There is no question but that the field of publicity is broadening, new fields for its employment having been opened up by the war. In political matters it has been employed to some extent, but Mr. Higham believes that political parties could employ it much more effectively than they are doing by their present wasteful methods of printing long speeches and pamphlets which few people read. For the stimulating suggestions the book gives it was well worth the writing and ought to be of great service to the agents of publicity in any field.

J. W. PIERCY.

University of Indiana.

KASTOR, E. H. *Advertising*. Pp. xiii, 317. Chicago: La Salle Extension University, 1918.

This is a work primarily for the average business man. Mr. Kastor is a member of the firm of H. W. Kastor & Sons, an advertising company of Chicago and

St. Louis, and the knowledge he has formulated in his pages, he says, has been gathered and verified by the observation and practical experience of more than twenty years. Further than this, his advertising knowledge is backed by wide experience as a traveling salesman, merchandising man and sales-manager. The book is listed among the courses of business administration by the La Salle Extension University, of Chicago.

The purpose of the book is well carried out. It explains to the business man the important aspects of advertising. While much detail is necessarily excluded from a book of 312 pages, nevertheless Mr. Kastor has clearly and succinctly set out the fundamental things. He begins by treating of the nature and function of commercial advertising and by showing how an advertising campaign is planned. With this as a groundwork he takes up the questions of appeal, effective copy, illustrations and display, layouts, typography, proofs, mediums, catalogues and booklets, outdoor advertising, dealers' literature, selling merchandise direct, and retail advertising. Two of his chapters that are especially suggestive are those of "The Appeal that Sells," and "Effective Copy." The color process is shown by colored plates.

The book lacks some of the elements of the academic text in that the laboratory proofs or conclusions have not been given and in its neglect of outlines, yet it could well serve the needs of classes of beginners in the subject. The assertions of the author are explained and supported by numerous illustrations or examples of actual advertisements.

J. W. PIERCY.

University of Indiana.

BANKING INVESTMENTS AND FINANCE

CONYNGTON, THOMAS. *Corporate Organization and Management*. (4th ed., rev. by H. Potter.) Pp. xxvi, 778. Price, \$5.00. New York: The Ronald Press Company, 1917.

One who has seen earlier editions of Conyngton's *Corporate Organization and Corporate Management* thumbed with earnest attention by corporation secretaries endeavoring to learn in one matter after another the duties of their office, looks with interest at a new and combined edition of these works. For the new edition the work was revised by H. Potter of the New York bar, who, one learns in the preface, is Miss Helen Potter. The reviewer has noticed elsewhere the disguise of the feminine under the non-committal initial in the publication of work on financial topics. If this is at the behest of the publisher, one may well raise the question of fairness. If at the desire of the person whose personality is thus partly disguised, why the hesitation about a fuller disclosure?

The work has become familiar enough not to call for extended comment. Though not primarily a lawyer's book the authority of citations is given for most of the statements made, but they are kept in an unobtrusive form and do not interfere with easy consecutive reading. The main object of the work is to present what an interested layman wants to know about the legal aspects and